

Rep Order# 9765697 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 41249

Printed: 10/17/2012 1:37 PM
Last Received: 10/17/2012 12:52 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 56 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*41	TH	10P-11P	MENTALIST	:30	\$3,500.00	10/18-10/18	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*56	W	8P-9P	SURVIVOR	:30	\$3,500.00	10/17-10/17	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V3 Added								
				V5 Comment Changed, Spots/week Changed								
	*57	SA	10P-11P	48 HRS	:30	\$3,500.00	10/20-10/20	1	1	1	\$3,500.00	
				Sales Remark: V5 MKGD								
				V5 Added								

---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

---SALES MONTHLY TOTALS---

Oct 12: 55 / \$45,725.00

Sales Totals: 55 / \$45,725.00

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Station Totals: 55 / \$45,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,014	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	28%
		WKRC	36%	WLWT	26%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

Rep Order# 9765697 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 41249

Printed: 10/17/2012 11:05 AM
Last Received: 10/16/2012 9:53 PM
Showing Buylines: All Rep & Sta Revised Lines

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Advertiser () POLITICAL
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--- REMARKS ---

pls see line 56
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*41	TH	10P-11P	MENTALIST	:30	\$3,500.00	10/18-10/18	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*56	W	8P-9P	SURVIVOR	:30	\$3,500.00	10/17-10/17	1	1	1	\$3,500.00	
				Station Remark: V4 paperwork too late for log. mg sat 10-11p ncir								
				10/20 48 hrs								
				V3 Added								

---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

---SALES MONTHLY TOTALS---

Oct 12: 55 / \$45,725.00
Sales Totals: 55 / \$45,725.00
Station Totals: 55 / \$45,725.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,014	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 28%
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Rep Order# 9765697 Ver# 4 Status Returned
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Flight Dates 10/16/2012 - 10/22/2012
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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WKRC	36%	WLWT	26%	WSTR	0%	WXIX	10%
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Books null
Demos RA35+

Rep Order# 9765697 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 41249

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--- REMARKS ---

REVISED ORDER MKGD FOR LINE 41 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*41	TH	10P-11P	MENTALIST	:30	\$3,500.00	10/18-10/18	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*56	W	8P-9P	SURVIVOR	:30	\$3,500.00	10/17-10/17	1	1	1	\$3,500.00	
				Sales Remark: V3 MKGD FOR LINE 41								
				V3 Added								

→ 1x Sat 10-11P
on 10/20 AC/R

---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

---SALES MONTHLY TOTALS---

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Sales Totals: 55 / \$45,725.00
Station Totals: 55 / \$45,725.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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		WKRC	36%	WLWT	26%	WSTR	0%	WXIX	10%		

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Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9765697 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 41249

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Last Received: 07/09/2012 12:42 PM
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--- REMARKS ---

pls see line 41
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*41	TH	10P-11P	MENTALIST	:30	\$3,500.00	10/18-10/18	1	1	1	\$3,500.00	
		Station Remark: V2 1x na 10/18 no time mg wed 8-9p ncir 10/17 survivor										

---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

---SALES MONTHLY TOTALS---

Oct 12: 55 / \$45,725.00
Sales Totals: 55 / \$45,725.00
Station Totals: 55 / \$45,725.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,014	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	28%
		WKRC	36%	WLWT	26%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

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Flight Dates 10/16/2012 - 10/22/2012
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Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: jconnell@local12.com
Sent: Friday, October 12, 2012 5:04 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 41249

Station: WKRC-TV

Order Information:

Order #: 41249
Order Total: \$45,725.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765697
Flight Dates: 10/16/12 - 10/22/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (41249-41-1):

Rate: \$3,500.00
Air Date: Thu 10/18/12
Eligible Days: ---Th-----
Inventory Code: Thu Reg 3
Inventory Description: Thu Reg 3
Inventory Code Time: 10:00 PM-11:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Program Change -No Return

*1x Wed 8-9p
on 10/17 NCR*

Spot Manager: All, 10/16/12-10/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 41249												
Line: 1												
10/16/12	Tuesday	5:58:55 AM	:30	\$190.00	OHSB-T	CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 2												
10/17/12	Wednesday	7:49:21 AM	:30	\$190.00	OHSB-T	CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 3												
10/18/12	Thursday	7:58:56 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 4												
10/19/12	Friday	7:49:21 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 5												
10/22/12	Monday	7:28:56 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 6												
10/16/12	Tuesday	3:21:12 AM	:30	\$190.00	OHSB-T	CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 7												
10/17/12	Wednesday	3:37:20 AM	:30	\$190.00	OHSB-T	CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 8												
10/18/12	Thursday	3:18:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 9												
10/19/12	Friday	3:53:45 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 10												
10/22/12	Monday	3:23:45 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 11												
10/16/12	Tuesday	3:14:05 AM	:30	\$325.00	OHSB-T	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 12												
10/17/12	Wednesday	3:04:41 AM	:30	\$325.00	OHSB-T	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 13												
10/18/12	Thursday	3:19:58 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/16/12-10/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 41249												
Line: 13												
				\$325.00							1	
Line: 14												
10/19/12	Friday	:20:13 AM	:30	\$325.00			6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 15												
10/22/12	Monday	:12:27 AM	:30	\$325.00			6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 16												
10/16/12	Tuesday	:39:09 AM	:30	\$325.00	OHSBT\		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 17												
10/17/12	Wednesday	:35:10 AM	:30	\$325.00	OHSB-T		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 18												
10/18/12	Thursday	:43:36 AM	:30	\$325.00			6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 19												
10/19/12	Friday	:50:22 AM	:30	\$325.00			6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 20												
10/22/12	Monday	:43:26 AM	:30	\$325.00			6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 21												
10/16/12	Tuesday	:23:44 PM	:30	\$650.00	OHSB-T		6p Local 12 News at Six 6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 22												
10/17/12	Wednesday	:57:06 PM	:30	\$650.00	OHSB-T		6p Local 12 News at Six 6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 23												
10/18/12	Thursday	:11:38 PM	:30	\$650.00			6p Local 12 News at Six 6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 24												
10/19/12	Friday	:04:19 PM	:30	\$650.00			6p Local 12 News at Six 6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 25												
10/22/12	Monday	:05:19 PM	:30	\$650.00			6p Local 12 News at Six 6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/16/12-10/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 41249												
Line: 26												
10/21/12	Sunday		:30	\$550.00		630p Local 12 News Su 6:30 PM-7:00 PM		SHERROD BROWN SEN		P-3	1	MWASH-
				\$550.00							1	
Line: 27												
10/16/12	Tuesday	7:28:07 PM	:30	\$650.00	OHSB-T	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 28												
10/17/12	Wednesday	7:04:56 PM	:30	\$650.00	OHSB-T	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 29												
10/18/12	Thursday	7:10:12 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 30												
10/19/12	Friday	7:10:12 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 31												
10/22/12	Monday	7:11:12 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 32												
10/16/12	Tuesday	7:54:55 PM	:30	\$750.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$750.00							1	
Line: 33												
10/17/12	Wednesday	7:42:22 PM	:30	\$750.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$750.00							1	
Line: 34												
10/18/12	Thursday	7:42:22 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$750.00							1	
Line: 35												
10/19/12	Friday	7:35:00 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$750.00							1	
Line: 36												
10/22/12	Monday	7:35:00 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$750.00							1	
Line: 37												
10/19/12	Friday	7:28:00 PM	:30	\$1,600.00		Fri Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,600.00							1	
Line: 38												
10/21/12	Sunday	7:40:28 PM	:30	\$2,400.00		Sun Reg 3	9:00 PM-10:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/16/12-10/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 41249												
Line: 38												
				\$2,400.00							1	
Line: 39												
10/18/12	Thursday	2:20:02 PM	:30	\$3,000.00		Thu Reg 2	9:00 PM-10:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,000.00							1	
Line: 40												
10/16/12	Tuesday	3:47:58 PM	:30	\$3,500.00	OHSBTV	Tue Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,500.00							1	
Line: 42												
10/17/12	Wednesday	3:19:47 PM	:30	\$3,200.00	OHSB-T	Wed Reg 2	9:00 PM-10:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,200.00							1	
Line: 43												
10/21/12	Sunday	5:58:26 PM	:30	\$3,000.00		Sun Reg 1	7:00 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,000.00							1	
Line: 44												
10/16/12	Tuesday	1:58:50 PM	:30	\$375.00	OHSBTV	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
				\$375.00							1	
Line: 45												
10/17/12	Wednesday	2:11:15 XM	:30	\$375.00	OHSBTV	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
				\$375.00							1	
Line: 46												
10/18/12	Thursday	1:47:00 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
				\$375.00							1	
Line: 47												
10/19/12	Friday	1:46:30 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
				\$375.00							1	
Line: 48												
10/22/12	Monday	2:24:30 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
				\$375.00							1	
Line: 49												
10/16/12	Tuesday	1:22:29 PM	:30	\$1,100.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	
Line: 50												
10/17/12	Wednesday	1:26:07 PM	:30	\$1,100.00	OHSBTV	11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	
Line: 51												
10/18/12	Thursday	1:11:21 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/16/12-10/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 41249												
Line: 52												
10/19/12	Friday	1:13:03 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	
Line: 53												
10/20/12	Saturday	1:04:35 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	
Line: 54												
10/21/12	Sunday	1:19:39 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	
Line: 55												
10/22/12	Monday	1:05:08 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	
Line: 56												
10/20/12	Saturday		:30	\$3,500.00		Sat Reg 3	10p-11p	SHERROD BROWN SEN		P-2	1	MWASH
				\$3,500.00							1	
				\$45,725.00							55	
				\$45,725.00							55	
				\$45,725.00							55	
				\$45,725.00							55	
				\$45,725.00							55	
				\$45,725.00							55	

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